

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of the claims in this application:

Claim 1. (Previously Presented) An information service method, comprising the steps of:

    synchronously transmitting program data and information associated with at least one of a plurality of consumer commodities that appears in a program of the program data; receiving the program data and the associated information; reproducing the received program data and displaying the reproduced program data on a displaying portion; and

    extracting information associated with a selected one of the plurality of consumer commodities displayed on the displaying portion and displaying information associated with the selected consumer commodity.

Claim 2. (Previously Presented) The information service method as set forth in claim 1, wherein the method is a method for buying the selected consumer commodity.

Claim 3. (Original) The information service method as set forth in claim 2, wherein the selected consumer commodity is displayed on a child screen of the displaying portion.

Claim 4. (Previously Presented) The information service

method as set forth in claim 3, wherein the selected consumer commodity and the information associated with the selected consumer commodity are switchably displayed on the child screen.

Claim 5. (Previously Presented) The information service method as set forth in claim 4, wherein the information associated with the selected consumer commodity contains at least information about a price of the selected consumer commodity and information about a name that distinguishes the selected consumer commodity.

Claim 6. (Original) The information service method as set forth in claim 5, wherein the information associated with the selected consumer commodity further contains information about a store from which the selected consumer commodity can be bought.

Claim 7. (Previously Presented) The information service method as set forth in claim 5, wherein the information associated with the selected consumer commodity further contains information representing how the selected consumer commodity is bought through a network.

Claim 8. (Previously Presented) The information service method as set forth in claim 4, wherein the information associated with the selected consumer commodity is information that designates a home page for the program of the program data.

Claim 9. (Original) The information service method as set forth in claim 2, wherein the selected consumer commodity is displayed on at least one of the displaying portion and a commander displaying portion operated by a viewer.

Claim 10. (Original) The information service method as set forth in claim 9, wherein the information associated with the selected consumer commodity is displayed on at least one of the displaying portion and the commander displaying portion.

Claim 11. (Previously Presented) The information service method as set forth in claim 9, wherein the information associated with the selected consumer commodity contains at least information about a price of the selected consumer commodity and information about a name distinguishing the selected consumer commodity.

Claim 12. (Original) The information service method as set forth in claim 11, wherein the information associated with the selected consumer commodity further contains information about a store from which the selected consumer commodity can be bought.

Claim 13. (Previously Presented) The information service method as set forth in claim 11, wherein the information associated with the selected consumer commodity further contains information representing how the selected consumer commodity is bought through a network.

Claim 14. (Previously Presented) The information service method as set forth in claim 9, wherein the information associated with the selected consumer commodity is information that designates a home page for the program of the program data.

Claim 15. (Original) The information service method as set forth in claim 1, wherein the program data and the information associated with the selected consumer commodity are transmitted through a bi-directional communication network.

Claim 16. (Original) The information service method as set forth in claim 1, wherein the information associated with the selected consumer commodity is data paired with bit map addresses of a display screen for the program data.

Claim 17. (Original) The information service method as set forth in claim 1, wherein the information associated with the selected consumer commodity is transmitted so that the information is synchronized with a picture of the program data.

Claim 18. (Previously Presented) An information service method, comprising the steps of:

synchronously transmitting program data and information associated with at least a program of the program data;

receiving the program data and the associated information;

reproducing the received program data and displaying the

reproduced program data on a displaying device; and extracting information associated with a portion desired and selected by a viewer from the program data displayed on the displaying device from the information associated with the program.

Claim 19. (Original) The information service method as set forth in claim 18, wherein the information associated with the program contains at least one of information associated with a consumer commodity that appears in the program, information associated with music used in the program, and information associated with a facility that appears in the program.

Claim 20. (Original) The information service method as set forth in claim 19, wherein at least one of the information associated with the consumer commodity, the information associated with the music, and the information associated with the facility selected by the viewer from the program is extracted from the information associated with the program.

Claim 21. (Previously Presented) The information service method as set forth in claim 20, wherein the extracted information contains at least information associated with a price of the selected consumer commodity, information associated with a name that distinguishes the selected consumer commodity, information associated with a title of selected music, information associated with a name of a selected facility, and

information representing a location of a selected facility.

Claim 22. (Previously Presented) The information service method as set forth in claim 21, wherein the extracted information further contains information associated with a store from which one of the consumer commodity and a medium that contains the music can be bought.

Claim 23. (Previously Presented) The information service method as set forth in claim 21, wherein the extracted information further contains information representing how one of the consumer commodity and the music is bought through a network.

Claim 24. (Previously Presented) The information service method as set forth in claim 20, wherein the portion selected by the viewer is displayed on at least one of the displaying device and a displaying portion of a commander operated by the viewer.

Claim 25. (Original) The information service method as set forth in claim 24, wherein the extracted information is displayed on at least one of the displaying device and the displaying portion of the commander.

Claim 26. (Original) The information service method as set forth in claim 18, wherein the information associated with the program is information that designates a home page for the program of the program data.

Claim 27. (Previously Presented) The information service method as set forth in claim 18, wherein the program data and the information associated with the program data are transmitted through a bi-directional communication network.

Claim 28. (Original) The information service method as set forth in claim 18, wherein the information associated with the program is data paired with bit map addresses of a display screen for the program data.

Claim 29. (Original) The information service method as set forth in claim 18, wherein the information associated with the program is transmitted so that the information is synchronized with a picture of the program data.

Claims 30-46. (Canceled)